

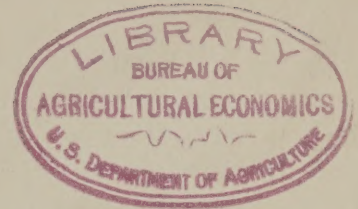
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ANNUAL REPORT
Including
25-YEAR RESUME OF U.S.D.A. EXHIBIT WORK

JAN 24 1941
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By Agricultural Exhibits Section,
Extension Service, U.S. Department
of Agriculture, for Fiscal Year
ended June 30, 1940.



General Department Exhibit Plan

The Agricultural Exhibits Section, by provisions of Paragraph 1511 of the Department of Agriculture Regulations, has been the agency responsible for general supervision of all the exhibit work of the Department. Exhibitions at State, interstate, and international fairs held within the United States have been financed since the year 1919 by an appropriation for that purpose. No direct Department appropriation has ever been provided for Department displays at occasions other than State, interstate, and international fairs, it being intended by stipulation of the regulation that Department displays at miscellaneous occasions shall be arranged for and conducted on funds provided by Department branches whose subject matter is presented in the exhibits to be shown.

Department Exhibits Present Current Information

New exhibits, as well as those which from year to year are renovated and revised, present information in keeping with the latest results of Department research and experiment, especially those which are related to Department objectives. In consequence, these exhibits, apace with an aroused public interest in conservation, have given special emphasis during recent years to the general need for preservation of the soil and such natural land resources as forests, forage, and wildlife, and have portrayed by all available forms of illustrative teaching, practical methods for accomplishing the ends sought.

Exhibit Building Program

During the year 21 new exhibits were built as a part of the regular State fair program and of these 17 were planned to further conservation practices and the national farm program. These new exhibits bear the following titles:

Deep Roots for American Agriculture
Security of Income
Operator-Ownership of Farms
Plenty Without Waste
Wise Use of Land
Expansion of Domestic Consumption
A Fair Share of the World Markets
Efficient Distribution
Better Farm Living

THE HISTORY OF THE
CITY OF BOSTON

FROM THE FIRST SETTLEMENT
TO THE PRESENT TIME

The city of Boston, situated on a neck of land between the harbor and the bay, was first settled in 1630 by a group of Puritan settlers. The city grew rapidly, and by 1690 it was one of the largest and most important cities in the colonies. It was the center of the revolutionary movement, and it was here that the Declaration of Independence was signed. The city was destroyed by fire in 1780, but it was rebuilt and it grew even larger. It was the center of the abolition movement, and it was here that the Underground Railroad was organized. The city was the center of the civil rights movement, and it was here that the Boston School Desegregation Case was decided. The city is now one of the largest and most important cities in the United States.

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Helping Needy Farmers to Help Themselves
Migratory Workers
Contour Furrows
Grazing
Roughage
Conservation
Uncle Sam's Larder
Farm and City, Forward Together
White Pine Blister Rust
Insect Pests in the Garden
Beef Grades
Livestock and Feed Situation

Modern Exhibit Groups

With the exhibits built during the year replacing older exhibits in the 10 groups which the Department maintains, there will be available for next season's display the following carload groups:

Group No. 1 -- Conservation of Farm and Forest
Group No. 3 -- Livestock and Forage
Group No. 4 -- Conservation of Soil, Forest, and Wildlife
Group No. 5 -- Southern Farming
Group No. 6 -- The War on Erosion
Group No. 7 -- Livestock and Roughage
Group No. 8 -- American Farm Home
Group No. 9 -- Western Conservation Special
Group No. 10-- Deep Roots for American Agriculture
Group No. 11-- Dairy-Poultry

Reserve Groups

Group No. 2-- Development of American Agriculture
Group No. 12-- 4-H Club Work

Department Exhibits Have Wide Circulation

Department educational exhibits were displayed during the year at 58 fairs and expositions throughout the United States. Those fairs and expositions had an aggregate estimated attendance of more than 10 million persons.

The exhibition program fell naturally into three phases: (1) Display of general Department exhibits in carload groups at regular State and interstate fairs, there being 21 such exhibitions; (2) Display of single exhibit units, each having an aisle frontage of approximately 20 feet which presented the Agricultural Adjustment Administration program including the Federal Crop Insurance plan. There were 40 exhibitions of this kind at fairs, expositions, and other types of occasions, some of which, however, were at some of the fairs mentioned in phase (1);

and (3) Displays of various sizes ranging from carload groups down to single exhibit units at miscellaneous occasions, of which there were 12. Lists of occasions near end of report show where displays of each kind were made.

Each exhibition was a cooperative project between the Department and the exposition or fair management which paid some or all of the transportation cost of the exhibits, usually all of the installation cost including labor, trucking, electrical connections and current, and furnished exhibition space free.

Cooperation With States

The Agricultural Exhibits Section cooperated with State extension agencies of Massachusetts, Connecticut, Rhode Island, Maine, Vermont, and New Hampshire in the presentation of 4-H Club Work at the Eastern States Exposition, Springfield, Massachusetts. As a part of this cooperation the Department furnished planning service and exhibit materials required to provide 180 feet of exhibit background, signs, legends, exhibit furniture and accessories.

Planning service also was furnished the Extension Service of Alabama in connection with an exhibit which was produced by that Service and shown at the Alabama State Fair, Birmingham, Ala.

Cooperation With Department Bureaus

On behalf of the Federal Crop Insurance Corporation, The Exhibits Section planned and arranged for the production of two large exhibits portraying the advantages of crop insurance.

The Exhibits Section assisted the Agricultural Adjustment Administration in planning and arranging for production of 10 animated dioramas illustrating farm buying power. It assisted also in the production of 10 models illustrating balanced production, and plans and specifications for 60 portable exhibits portraying the AAA program.

Cooperation With Other Government Agencies

At the request of a committee representing all Federal Government agencies interested, the Agricultural Exhibits Section planned, produced, displayed, and managed the entire Federal Government exhibit at the Seventh World's Poultry Congress and Exposition, Cleveland, Ohio, July 28 to August 7, 1939. This exhibit was the largest Government display ever prepared on any one subject and had an attendance of 851,300 persons. The subject matter shown was organized on a theme basis rather than by Departments, and the entire exhibit represented the work of the Departments of Agriculture, Interior, Commerce, Post Office, War, Labor, and of the Federal Trade Commission and U. S. Insular Possessions.

DISPLAYS OF DEPARTMENT CARLOAD EXHIBIT GROUPS WERE MADE AT
THE FOLLOWING STATE, INTERSTATE, AND INTERNATIONAL FAIRS:

<u>Place</u>	<u>Occasion</u>	<u>Attendance</u>
Albuquerque, New Mexico	New Mexico State Fair	79,000
Birmingham, Alabama	Alabama State Fair	350,000
Chicago, Illinois	International Livestock Exposition	500,000
*Cleveland, Ohio	Seventh World's Poultry Congress and Exposition	851,300
Dallas, Texas	Texas State Fair	1,036,700
Detroit, Michigan	Michigan State Fair	400,000
Hutchinson, Kansas	Kansas State Fair	250,000
Kansas City, Missouri	American Royal Live- stock Show	200,000
Memphis, Tennessee	Mid-South Fair	137,062
Muskogee, Oklahoma	Oklahoma Free State Fair	180,000
Portland, Oregon	Pacific International Livestock Exposition	110,000
Richmond, Virginia	Virginia State Fair	225,359
Rutland, Vermont	Rutland Fair	110,000
St. Paul, Minnesota	Minnesota State Fair	706,000
Springfield, Illinois	Illinois State Fair	800,000
Springfield, Mass.	Eastern States Exposition	350,000
Syracuse, New York	New York State Fair	284,323
Tampa, Florida	Florida State Fair	746,000
Topeka, Kansas	Kansas Free State Fair	200,000
Trenton, New Jersey	New Jersey State Fair	145,000
Waterloo, Iowa	Dairy Cattle Congress	180,000
Total -----		7,840,744

*This exhibition was made under special congressional appropriation.

DISPLAYS OF SPECIAL UNITS PRESENTING THE AGRICULTURAL ADJUSTMENT
ADMINISTRATION PROGRAM INCLUDING THE FEDERAL CROP INSURANCE PLAN
WERE MADE AT THE FOLLOWING:

<u>Place</u>	<u>Occasion</u>	<u>Attendance</u>
Birmingham, Alabama	Alabama State Fair	350,000
Boise, Idaho	Western Idaho State Fair	60,000
Charlotte, N. C.	Southern States Fair	200,000
Columbus, Ohio	Ohio State Fair	425,000
Dallas, Texas	State Fair of Texas	1,036,700
Des Moines, Iowa	Iowa State Fair	260,000
Fargo, N. D.	North Dakota State Fair	75,000
Frederick, Maryland	Great Frederick Fair	125,000
Huron, S. D.	South Dakota State Fair	140,000
Hutchinson, Kansas	Kansas State Fair	250,000
Indianapolis, Indiana	Indiana State Fair	180,000
Ionia, Michigan	Ionia Free Fair	225,000
Jackson, Mississippi	Mississippi State Fair	100,000
Lawrence, Kansas	National Corn Husking Contest	150,000
Lincoln, Nebraska	Nebraska State Fair	100,000
Louisville, Kentucky	Kentucky State Fair	180,000
Milwaukee, Wisconsin	Wisconsin State Fair	328,000
Mitchell, S. D.	Corn Palace Festival	100,000
Muskogee, Oklahoma	Oklahoma Free State Fair	180,000
Nashville, Tennessee	Tennessee State Fair	250,000
Oklahoma City, Okla.	Oklahoma State Fair	270,000
Portland, Oregon	Pacific International Live- stock Exposition	108,000
Puyallup, Washington	Western Washington Fair	75,000
Raleigh, N. C.	North Carolina State Fair	200,000
Richmond, Virginia	Virginia State Fair	225,300
St. Paul, Minnesota	Minnesota State Fair	706,000
Sedalia, Missouri	Missouri State Fair	175,000
Sacramento, California	California State Fair	500,000
Shreveport, Louisiana	Louisiana State Fair	150,000
Spencer, Iowa	Clay County Fair	150,000
Springfield, Illinois	Illinois State Fair	800,000
Springfield, Mass.	Eastern States Exposition	350,000
Syracuse, New York	New York State Fair	284,300
Timonium, Maryland	Maryland State Fair	359,000
Tulsa Oklahoma	Tulsa State Fair	180,000
Tupelo, Mississippi	Mississippi - Alabama Fair	30,000
Waterloo, Iowa	Dairy Cattle Congress	180,000

T o t a l 9,457,300

DISPLAYS OF VARIOUS SIZES WERE MADE AT THE FOLLOWING
MISCELLANEOUS OCCASIONS:

<u>Place</u>	<u>Occasion</u>	<u>Attendance</u>
Harrington, Delaware	Kent - Sussex Fair	100,000
Washington, D. C.	Postmasters' Convention	2,500
Washington, D. C.	Rivers and Harbors Convention	800
Washington, D. C.	U.S.D.A. Pation Exhibit	4,000
Washington, D. C.	Loew's Capitol Theatre Exhibition	35,000
Chicago, Illinois	American Farm Bureau Federation Convention	10,000
Sanford, Maine	Extension Service Exhibit	500
Smithsburg, Maryland	Smithsburg Poultry Show	3,000
Washington, Missouri	Washington Centennial Celebration	20,000
Pittsburgh, Pennsylvania	Allegheny Tableland Fair	15,000
Charles Town, W. Va.	National Press Association Field Day	1,500
Morgantown, W. Va.	Farm and Home Week	8,000
		<hr/>
	T o t a l.....	200,300

A QUARTER CENTURY OF DEPARTMENT EXHIBIT WORK, 1914-1939

This being the 25th anniversary of organized extension work on a national basis, it appears appropriate to review what has occurred in the extension of information by means of exhibits during the quarter century since 1914.

In the past 25 years the Department has presented information on better ways of farming and on a more abundant home life to farmers and the public generally at more than 1,500 fairs, expositions, and other exhibition occasions, having a total attendance estimated to be about 200 million people.

Beginnings

The Department of Agriculture was the first executive department to establish an exhibit organization. It really began July 1, 1912, when an expert on exhibits was appointed and there was concentrated in the Office of the Secretary, supervision of the preparation and installation of exhibits for the Department. The purpose was to centralize the administration of Department exhibit work and obtain uniformity of practice in designing and displaying exhibits. Before that, Department branches had acted more or less independently and obviously there was lack of harmony in the character, arrangement and administration of exhibits.

Development

The World War brought a demand from all parts of the country for the rapid spread of fundamental information concerning Government activities. A joint committee on Government exhibits was formed of representatives of the War, Navy, Commerce, and Agriculture Departments and other branches of the Federal Government. Professor F. Lamson Scribner, Agriculture's expert on exhibits, was made chairman. During the winter and spring of 1918, plans were developed and carried out for a large number of war exhibitions which were made in cooperation with State fairs. By 1919 Department exhibit work had increased so greatly that the appointment of an "assistant in exhibits" to help the "Expert on exhibits" became necessary, and in that year Congress provided Agriculture's first annual appropriation for exhibit work. That appropriation which has continued in varying amounts each year since made possible Department exhibit work as it is conducted today.

The appropriation, however, provided only for Department exhibits at State, interstate, and international fairs held within the United States. No financial provision has ever been made for Department displays at "miscellaneous occasions" although there is a stipulation in Department regulations that such exhibitions are to be conducted

on funds provided by Department branches in whose behalf they are made. That, however, has never provided any personnel for the vast amount of administrative work necessitated by the thousands of items of correspondence that have reached the Department in connection with inquiries about and requests for exhibits at miscellaneous occasions, the majority of which do not develop to the point of an exhibition where a bureau feels responsible. That administrative work has been handled nevertheless, and during the past 18 years Department displays have been arranged for and shown at 584 "miscellaneous occasions".

From meager beginnings, the Department exhibit work has progressed year by year until now it has a permanent staff of 30 persons and occupies approximately 45,000 square feet of floor space used principally for the preparation and storage of exhibits. High class, attractive, up-to-date exhibits on practically every phase of American agriculture are maintained. Exhibitions have been made in every State in the Union and in many foreign countries. The central function is highly regarded in its line, and is asked for advice and assistance in exhibit problems by State agricultural colleges, State departments of agriculture, representatives of foreign governments, and other branches of our Government, and in several instances has acted as administering agency for the entire Government service with markedly effective results and economy. As an illustration for instance, Government participation in the California Pacific International Exposition 1935-1936, including the development of an Army Camp and the planning and erecting of a permanent Federal Building, was accomplished through the President's appointment of the Chief of the Department's exhibits function as Federal Commissioner, and the use of the Department's experienced exhibits organization in carrying out plans of Congress. All associated Government organizations and the Exposition officials were thoroughly pleased with the effective administration of the work and the creditable showing. Of the \$425,000 appropriated for Federal participation for the two years of the Exposition, \$62,186 was returned to the Federal Treasury.

Fairs Provide Special Audiences

At fairs, expositions, meetings, and other occasions where Department exhibits have been shown, people have been reached with the Department's message who probably would not have received it in any other way. Exhibits afford opportunities for presenting information in vivid and interest-compelling ways that are not excelled and possibly not equalled by any other form of teaching. This method, in which practically every type of visual aid can be utilized, is particularly effective with that large group of persons which is best able through the eye to absorb and retain knowledge.

Exhibits Teach Practical Lessons

In early days Government agencies expended much exhibit energy in telling the public about their functions, but as far back as 1921 the Department of Agriculture commenced presenting instead useful information about new and better ways of growing crops, handling livestock, and improving the home, etc. Since then the standard applied in considering subjects for exhibits has been the usefulness of the facts to farmers and the general public. The principal objective of the exhibits has been to arouse interest in new and better ways of doing things and to stimulate the observer to seek further details through his county agent, State extension service, or through printed publications.

Improved Techniques

During the quarter century marked changes in the type of Department exhibits have occurred. Twenty-five years ago Department displays consisted principally of individual panels bearing photographs and legends, the panels being supplemented when feasible by specimens and occasional models. These exhibits were effective in their time because they were not out of style with exhibits in general. Competition for public interest became keener and keener year by year, however, and in order for the Department to hold its contacts with the fair going public and its place in cooperative association with fairs and expositions, Department exhibits have had to change and evolve with the times until now they consist of groups of exhibits unified as to general subject matter and harmonious as to architecture and color which are animated by electrical and mechanical devices or by lights, changing colors, three dimensional dioramas, et cetera.

Advantages of Centralized Exhibit Work

The necessity for Department exhibits to have the vividness, clarity, and simplicity required to arrest and hold the interest of visitors in the hurly-burly of a modern fair, and to leave with them such impressions as afterwards induce them to seek and find the further information which they have discovered they need, substantiates the wisdom of the early Department determination that its exhibit work be centralized in a function in which can be aggregated the intelligence and skill essential to the work. This has made possible the selection of persons with special training and talent. Such an organization has enabled the employment of every principle of illustrative art in the presentation of facts so persuasively that those who see them are inspired to act. It has enabled the aggregation of skill in one place where the talents of the designer, the architect, the engineer, the woodworker, the machinist, the electrician, the modeler, and the artist are all combined to accomplish the purpose. The alertness of such specialists makes possible immediate discovery of new things produced by the inventive genius of the teaching, industrial, and a advertising worlds, and quickly to adapt them wherever advantageous

to the improvement of Department exhibits in ways which would not be apparent to persons not engaged professionally in exhibit work. This enables the novel application of pictures, diagrams, legends, light, color, sound, and motion, all of them or any of them in harmony to portray what Department research has discovered to improve and advance agriculture, the whole integrated in take-down structures designed and built in articulate parts which are readily assembled and dismantled at exhibition points with a minimum of effort and cost.

Cooperative Exhibition Plan

Careful development and much consultation and negotiation have brought the exhibition plan to where the fairs and expositions which display Department exhibits are not recipients of a free service, but are cooperators on a sound business basis. American fairs in general are operated as public service institutions which have for their objectives the development and improvement of the agricultural, industrial, intellectual, and civic welfare of the communities which form their spheres of influence. The information provided by Department exhibits fits naturally into such a program. Department exhibits by keeping abreast or ahead of current exhibit practices and methods are in themselves attractive assets to the fairs and provide proven, reliable information to the patrons thereof. These are important factors in inducing fairs to furnish valuable exhibition space; pay a portion or all of the transportation cost of exhibits; and to provide other services, such as drayage for unloading and reloading cars, labor for unpacking, installing, dismantling, and repacking the exhibits; as well as electrical connections and current, all of which constitutes their part of the Department cooperative exhibition plan.

INTERNATIONAL AND SPECIAL EXHIBITIONS IN WHICH THE DEPARTMENT
OF AGRICULTURE HAS PARTICIPATED DURING THE PAST QUARTER CENTURY

Panama-Pacific International Exposition, San Francisco, Calif.....	1915
Emancipation of Negro, Richmond, Virginia.....	1915
Panama-California International Exposition, San Diego, Calif.....	1916
International Dry Farming Congress, Denver, Colorado.....	1916
National Dairy Exposition, Springfield, Massachusetts.....	1917
International Farm Congress, El Paso, Texas.....	1917
Brazilian International Centennial Exposition, Rio de Janeiro.....	1922
World's Dairy Congress, Syracuse, New York.....	1923
International Sesquicentennial Exposition, Philadelphia, Penna.....	1926
Third World's Poultry Congress, Ottawa, Canada.....	1927
Ibero-American Exposition, Seville, Spain.....	1929-30
International Fur Trade Congress and Exposition, Leipzig, Germany..	1930
Fourth World's Poultry Congress and Exposition, London, England....	1930
Century of Progress, Chicago, Illinois.....	1933-34
California Pacific International Exposition, San Diego, Calif...	1935-36
Texas Centennial Exposition, Dallas, Texas.....	1936-37
Great Lakes Exposition, Cleveland, Ohio.....	1936-37
Pan American Exposition, Tampa, Florida.....	1939
New York World's Fair, New York.....	1939
Golden Gate International Exposition, San Francisco, Calif.....	1939
Seventh World's Poultry Congress & Exposition, Cleveland, Ohio.....	1939

